

Submitting Artwork to 4B



4B Martinvest

4B Martinvest Ltd
Unit 3, Tring Business Park
Icknield Way
Tring
Hertfordshire HP23 4JX

☎ 0845 644 1869
☎ 0845 166 2869
✉ info@4bmartinvest.co.uk
🌐 www.4bmartinvest.co.uk

Please read the following guidelines, the information is to help avoid extra costs and delays to your project.

Artwork can be submitted on CD-R, DVD+/-R, 100 & 250MB ZIP, via email or FTP. The following graphic formats are accepted:

PC:	Illustrator (v9)	.ai .eps .pdf
	CorelDRAW (v9)	.cdr
Mac:	Illustrator (CS)	.ai .eps .pdf
	QuarkXPress (v6.1)	.qdx .pdf

General Artwork Requirements

- All artwork must be setup using the correct template for your project. Templates are available for download from our website at: http://www.4bmartinvest.co.uk/resources/artwork_specs.htm
- Set colour modes to CMYK (not RGB) and also ensure that any bitmap images within your artwork are CMYK, not RGB.
- Any Pantone colours should be referenced using Pantone coated colour guides.
- Supply all graphic files used in the final artwork (e.g. TIF images), and at the highest resolution possible. Anything less than 300dpi will give a low quality result.
- Include all fonts, or if unavailable, convert fonts to curves or outlines.
- Place the template and your artwork on separate layers, do not flatten.
- Remove keylines and unwanted items
- Always supply a low resolution PDF of your artwork as a digital preview.
- If colour is critical, a full colour proof (or other printed matter) is required for matching.

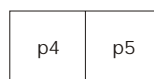
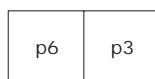
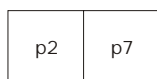
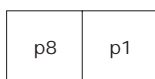
Additional Requirements for CD & DVD

Due to processes within screen and offset printing, there are restrictions regarding line widths and letter sizes within the artwork...

- The line width has to be at least 0.10mm in positive print.
- The line width has to be at least 0.15mm in negative print.
- The letter size has to be at least 4pt (1.50mm) in positive print.
- The letter size has to be at least 5pt (1.88mm) in negative print.

Additional Requirements for Printed Paper & Card Parts

- 3mm bleed required past all edges.
- Type to stop 3mm from trims and folds.
- Keep artwork clear of glued areas.
- Pages for booklets to be supplied in printers pairs, e.g. an 8pp CD booklet would be laid out as follows...



3 Things to make you go hmm...

Don't mess-up, mock-up! Before submitting artwork for print, it's always a good idea to make a 'mock-up' of your design. Particularly with the more complex folds like DigiPaks® and Lancing Packs.

Less is more... When printing the same design onto the disc surface as accompanying paperwork, the probability of getting a good colour match will be very low. Because of the different print processes and substrates (paper and plastic) involved, colour matching is extremely difficult. Use a simpler design on the disc - for example, expand upon a small element of the packaging design...like the music industry has been doing for years!

Oh, tints Be aware that screen printing photos, gradients, shading and tints onto the disc surface can give disappointing results. This is due to the relatively 'low' resolution of four colour process screen printing. Much better to inkjet or Offset.

Confused? Not sure which way to go?

Give us a call and we'll be happy to advise you on the best print solution for your design.

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